

**LANGUAGE USE BETWEEN SHOP ATTENDANTS AND CUSTOMERS AT
A PHOTO SHOP**

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The project entitled ‘Language Use Between Shop Attendants And Customers At A Photo Shop’ was prepared by Kimberley Lau Yih Long and submitted to the Faculty of Cognitive Sciences and Human Development in partial fulfillment of the requirements for a Bachelor of Education with Honours (Teaching English as Second Language).

It is hereby confirmed that the student has done
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ABSTRACT

LANGUAGE USE BETWEEN SHOP ATTENDANTS AND CUSTOMERS AT A PHOTO SHOP

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This study investigated language use between shop attendants and customers at a photo shop. The objectives were to identify languages commonly used for interaction in a smaller provision shop, to examine the responses to the uncommon language choice including how inappropriate language choices are repaired, to identify the generic structure of the photo transactions and analyze the language features in the transactions. This is a case study which was carried out at a photo shop in Sibu. The techniques used for data collection were participant observation, video recording and semi-structured interview. The participants involved were the shop attendants, the researcher and customers. A total number of 150 transactions were recorded. The results showed that Bahasa Melayu, Bahasa Pasar, Foochow, Mandarin, Hokkien and English were the common languages used in the photo transaction. There were two uncommon language choices which occurred because of the wrong judgment of the customers' ethnicity and the responses were pausing for a while, without giving any response, shaking her head and looked at her husband and responding to the question in Bahasa Pasar. The repair made were code switching to the language preferred by the customer - Bahasa Pasar. The generic structure of the photo transactions were analyzed based on the generic structure of service encounters found by Hasan (1985). The transactions were divided into four categories : Wait, Pick up, Drop off and no transactions and the stages identified were Sale Initiation (SI), Sale Request (SR), Sale Compliance (SC), Sale Enquiry (SE), Sale Confirmation (SC), Sale (S), Purchase (P), Purchase Closure (PC) and Finis (F). The results showed that the generic structure of photo transaction resembled Hasan's (1985), except the additional of the Sale Confirmation (SF) stage, the Purchase (P) stage was done non-verbally and Purchase Closure (PC) was optional in the transactions. The findings have implications on cross-cultural communication and English for Specific Purposes courses and are applicable to the transactions in Asian context.

ABSTRAK

PENGUNNAN BAHASA DI ANTARA PEKERJA KEDAI DENGAN PELANGGAN DI KEDAI FOTOGRAFI

KIMBERLEY LAU YIH LONG

Kajian ini dijalankan untuk mengkaji jenis bahasa yang digunakan di antara pekerja kedai fotografi dengan pelanggan. Objektif kajian ini adalah untuk mengenalpasti bahasa-bahasa yang biasa digunakan untuk berinteraksi di kedai kecil, menguji tindak balas terhadap pilihan bahasa-bahasa yang tidak biasa digunakan termasuk ketidaksesuaian bahasa pilihan dibetulkan, mengenalpasti struktur generik yang digunakan dalam proses perniagaan foto dan menganalisis ciri-ciri bahasa yang perlu digunakan dalam proses transaksi perniagaan. Ini merupakan kajian kes yang dijalankan di kedai fotografi, Sibu. Teknik-teknik yang digunakan dalam pengumpulan data adalah melalui pemerhatian, rakaman video dan semi-struktur temu ramah. Peserta yang turut terlibat dalam kajian ini ialah pekerja kedai, penyelidik dan pelanggan. Sebanyak 150 rakaman video telah direkodkan. Keputusan kajian ini menunjukkan Bahasa Melayu, Bahasa Pasar, Bahasa Foochow, Bahasa Mandarin, Bahasa Hokkien dan Bahasa English merupakan antara bahasa yang digunakan dalam kedai fotografi. Kajian mendapati terdapatnya dua jenis bahasa pilihan yang tidak biasa kerana kesalahan dalam mengenalpasti jenis kaum pelanggan-pelanggan dan tindak balas akan berhenti seketika tanpa memberi apa-apa reaksi, mengolek kepala dan melihat kepada suaminya dan seterusnya memberikan tindak balas dalam bahasa pasar. Langkah yang diambil adalah menukar jenis bahasa yang disukai oleh para pelanggan – Bahasa Pasar. Struktur generik dalam transaksi foto dianalisis berpanduan kepada struktur generik yang mengalami kesulitan dalam memberi perkhidmatan menurut Hasan (1985). Urus niaga dibahagikan kepada empat kategori iaitu wait, pick up, drop off dan tiada terdapat urus niaga. Langkah-langkah dalam urus niaga dapat dibahagikan kepada Sale Initiation (SI), Sale Request (SR), Sale Compliance (SC), Sale Enquiry (SE), Sale Confirmation (SC), Sale (S), Purchase (P), Purchase Closure (PC) dan Finis (F). Keputusan menunjukkan struktur generik urus niaga foto menyerupai kajian Hasan's (1985), kecuali langkah dalam Sale Confirmation (SF), dan langkah dalam Purchase (P) dijalankan dengan tanda isyarat dan Purchase Closure (PC) adalah tambahan dalam urus niaga. Keputusan dalam kajian ini akan memberi implikasi terhadap komunikasi yang melangkaui budaya dan kursus English for Specific Purposes dan sesuai dalam urus niaga di dalam konteks Asia.

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